



# **G2M Case Study**

**Virtual Internship**

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## DATA INFORMATION

**Cab\_Data.csv** – this file includes details of transaction for 2 cab companies

**Customer\_ID.csv** – this is a mapping table that contains a unique identifier which links the customer's demographic details

**Transaction\_ID.csv** – this is a mapping table that contains transaction to customer mapping and payment mode

**City.csv** – this file contains list of US cities, their population and number of cab users

# **G2M(cab industry) case study**

**XYZ is a private equity firm in US. Due to remarkable growth in the Cab Industry in last few years and multiple key players in the market, it is planning for an investment in Cab industry.**

**Objective : Provide actionable insights to help XYZ firm in identifying the right company for making investment.**

**The analysis has been divided into four parts:**

**1.Data Understanding**

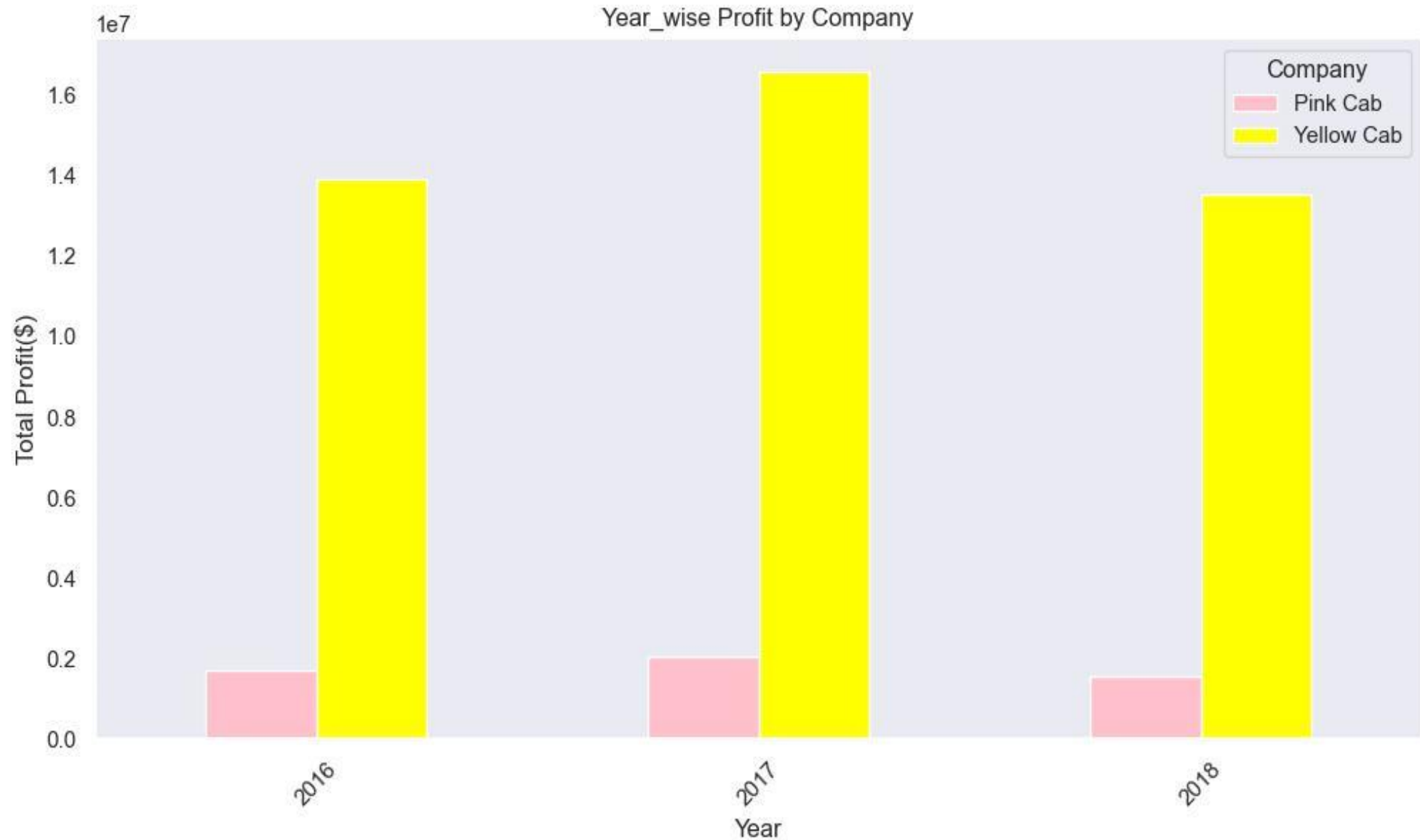
**2.Forecasting profit and number of rides for each cab type**

**3.Finding the most profitable Cab company**

**4.Recommendations for investment**

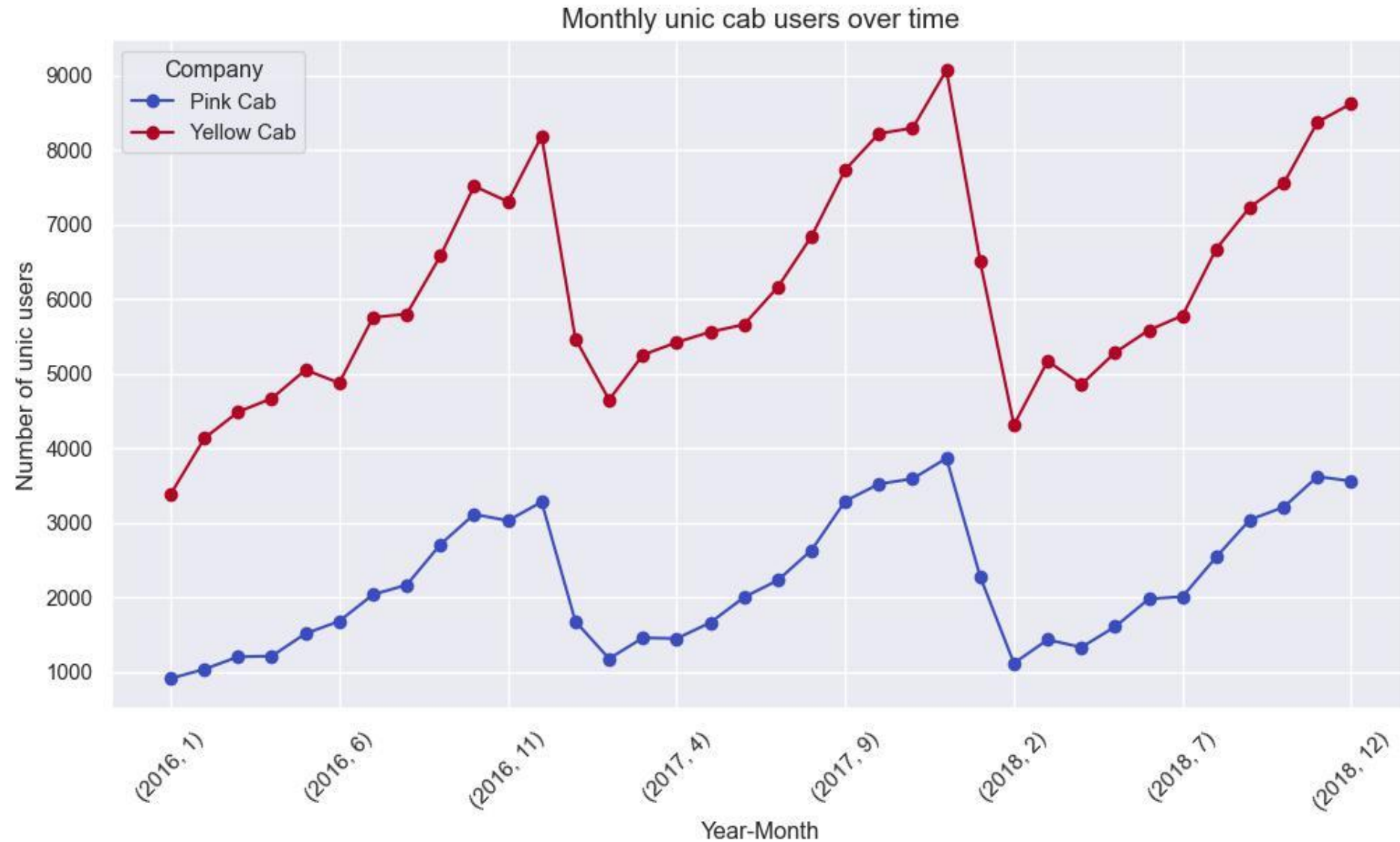
# YEAR WISE PROFIT

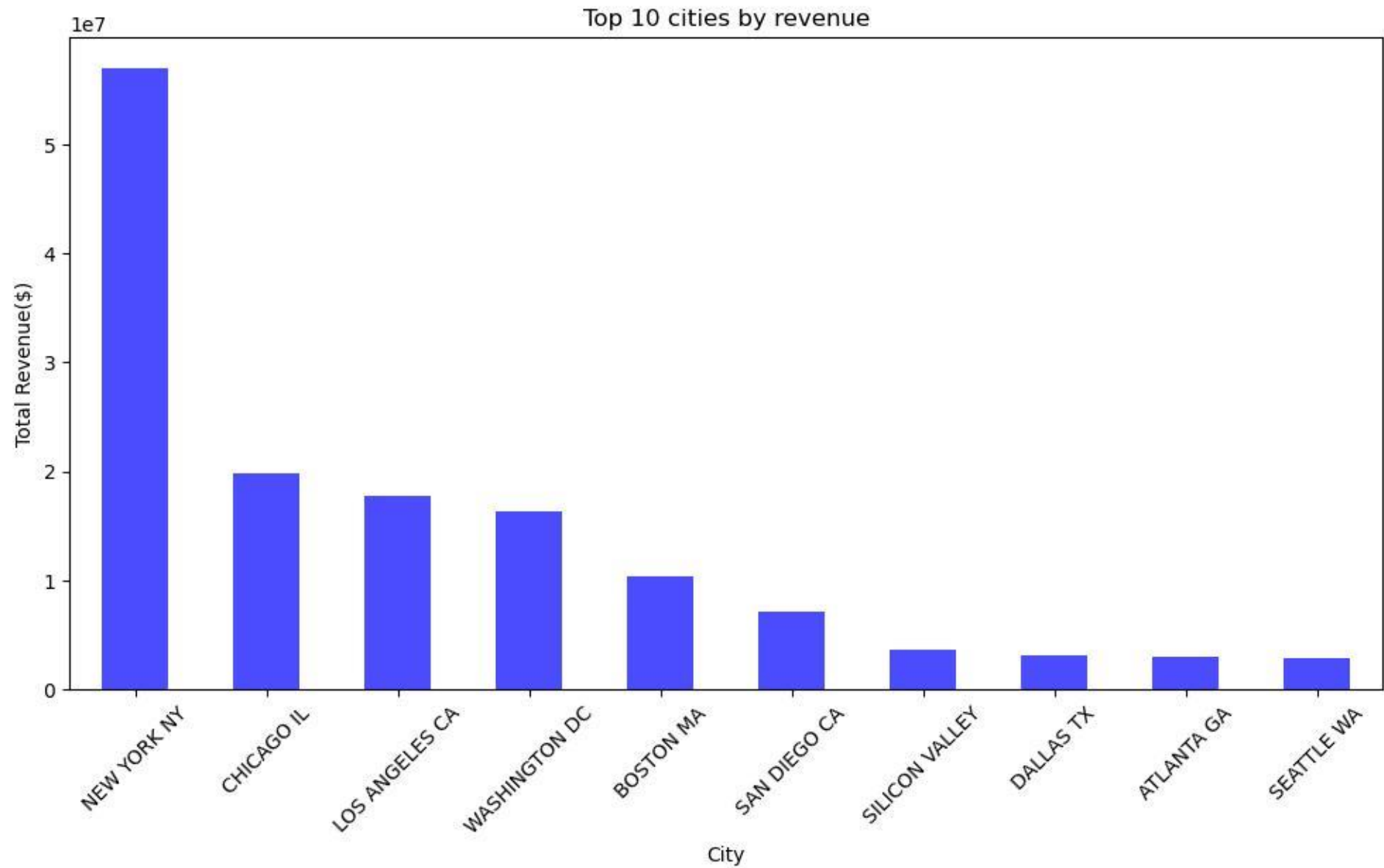
This graph showing that 2017 is more profitable for both cab



## Which company has maximum cab users at a particular time period?

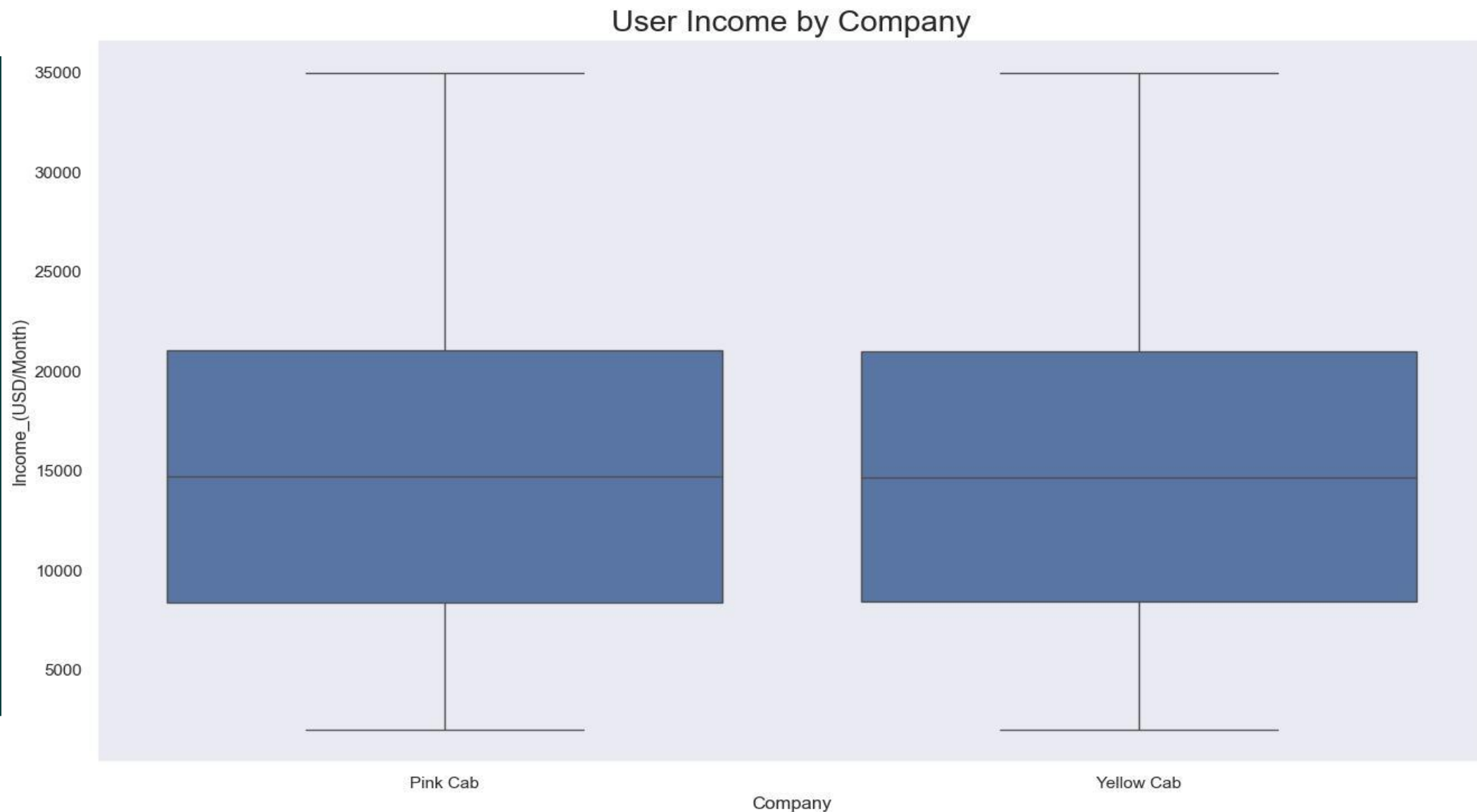
We can see yellow cab users getting higher over time





# User's Monthly Income

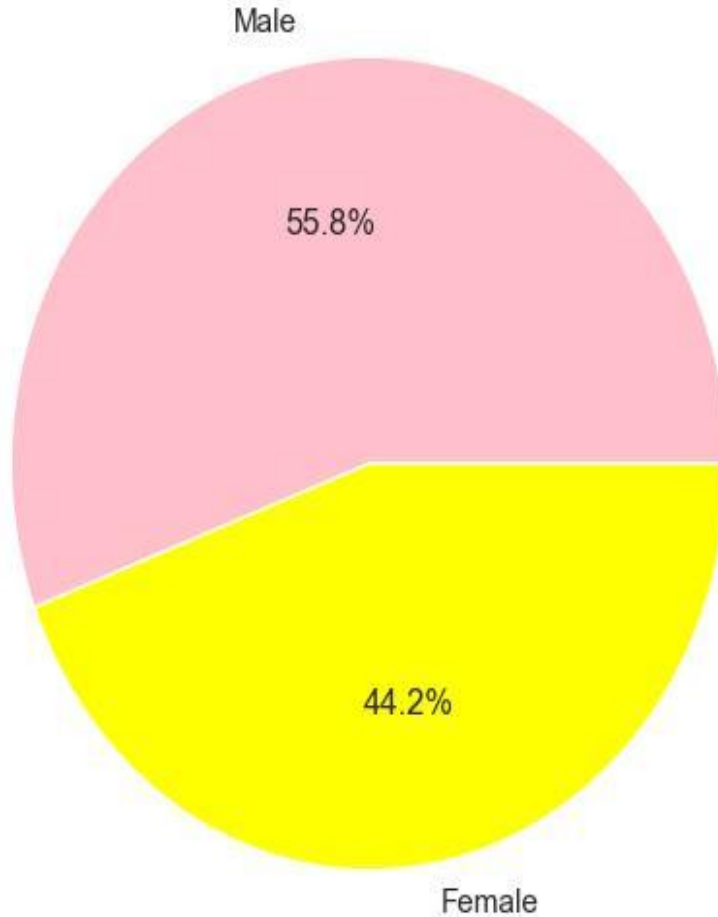
We can see  
user monthly  
income is \$15k



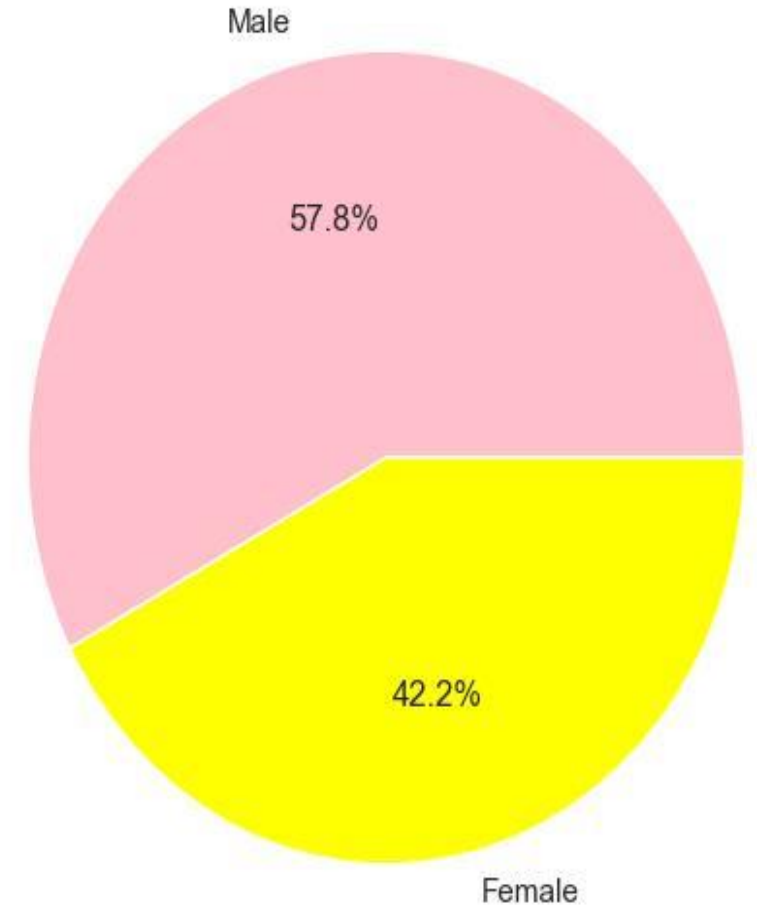
# Gender Distribution for both company

Male users is more than female for both company

Gender Distribution - pink cab



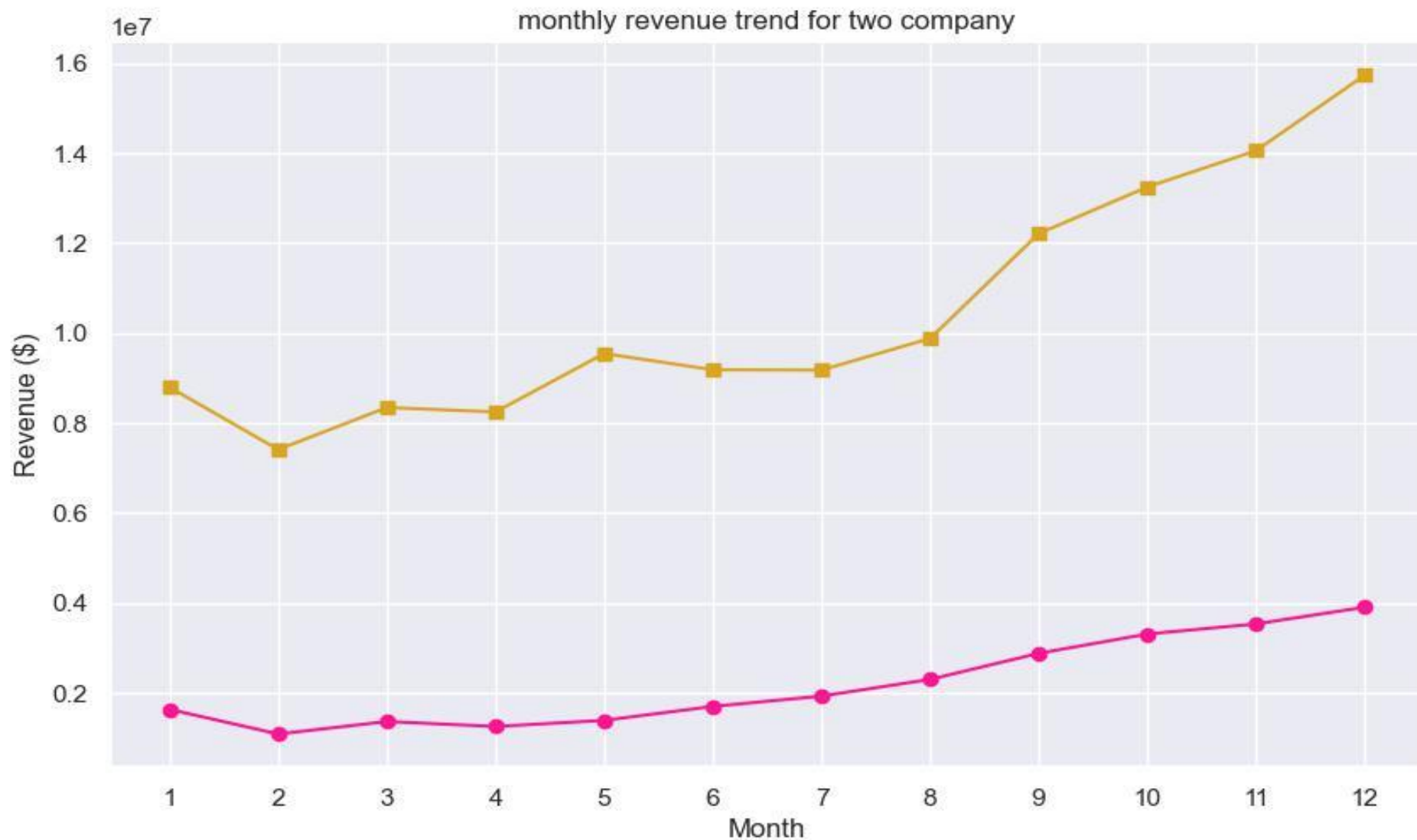
Gender Distribution - Yellow cab





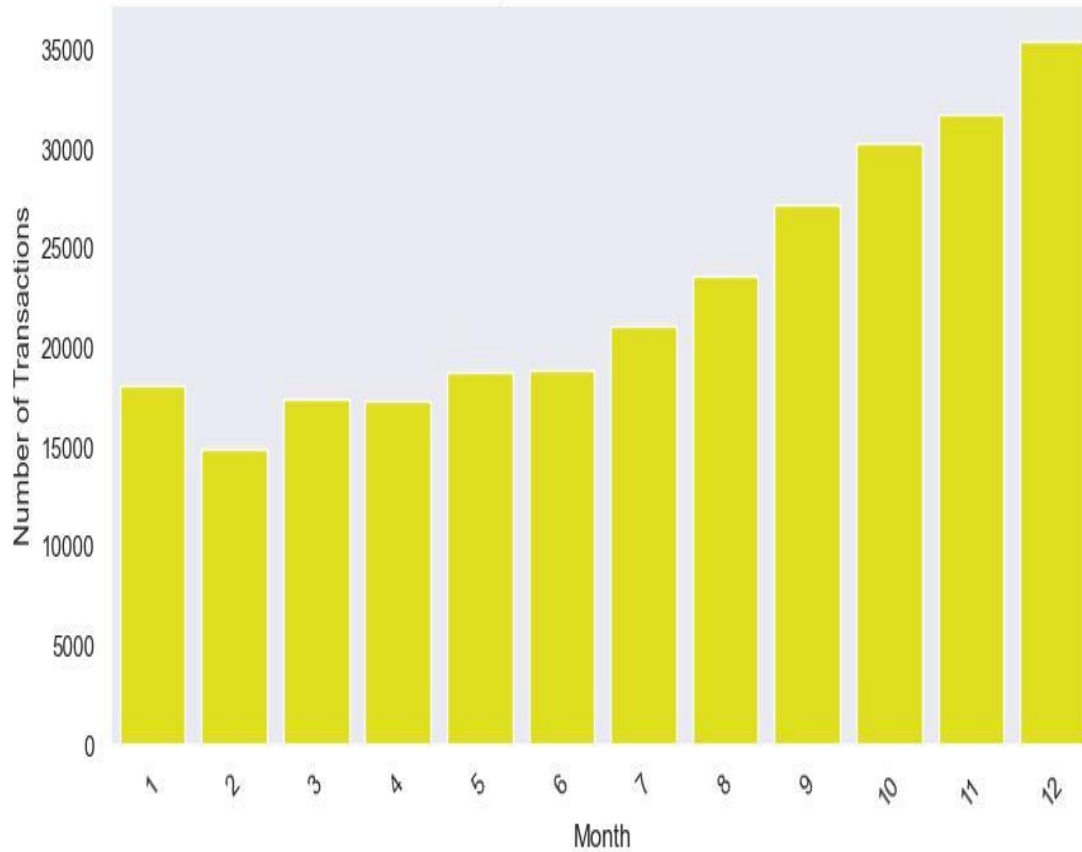
# Monthly Revenue Comparison

Monthly revenue  
is in yellow cab

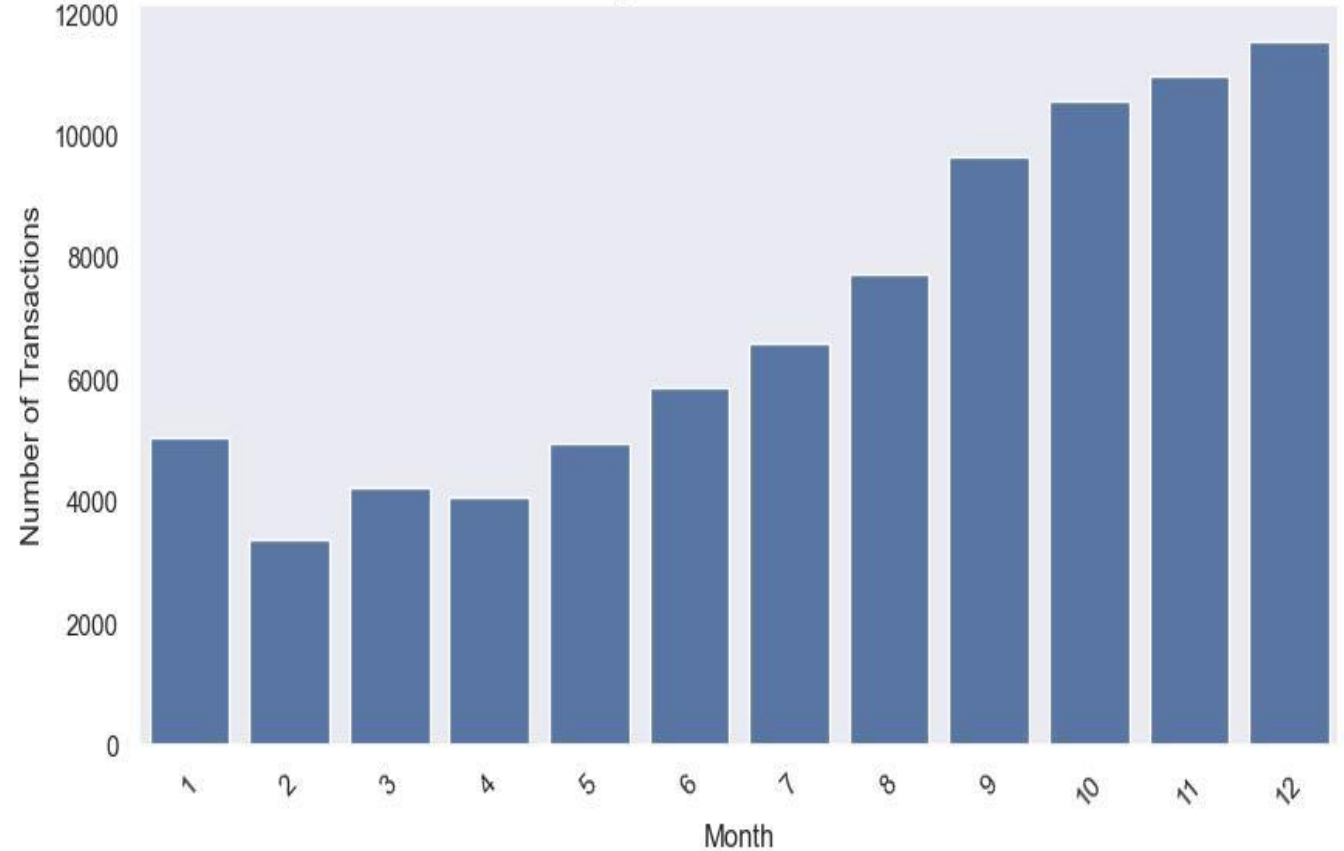


# Monthly Transaction Pink Cab

Monthly Transactions for Yellow cab



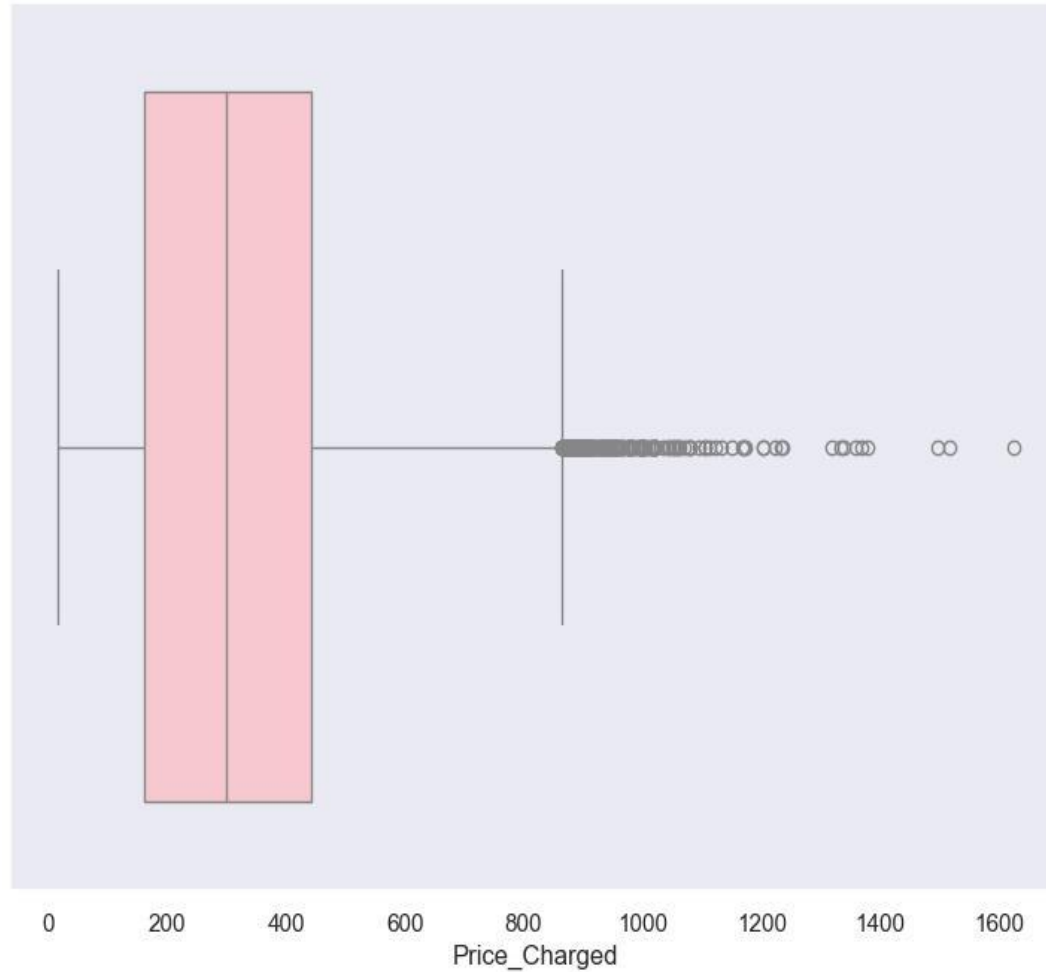
Monthly Transactions for Pink Cab



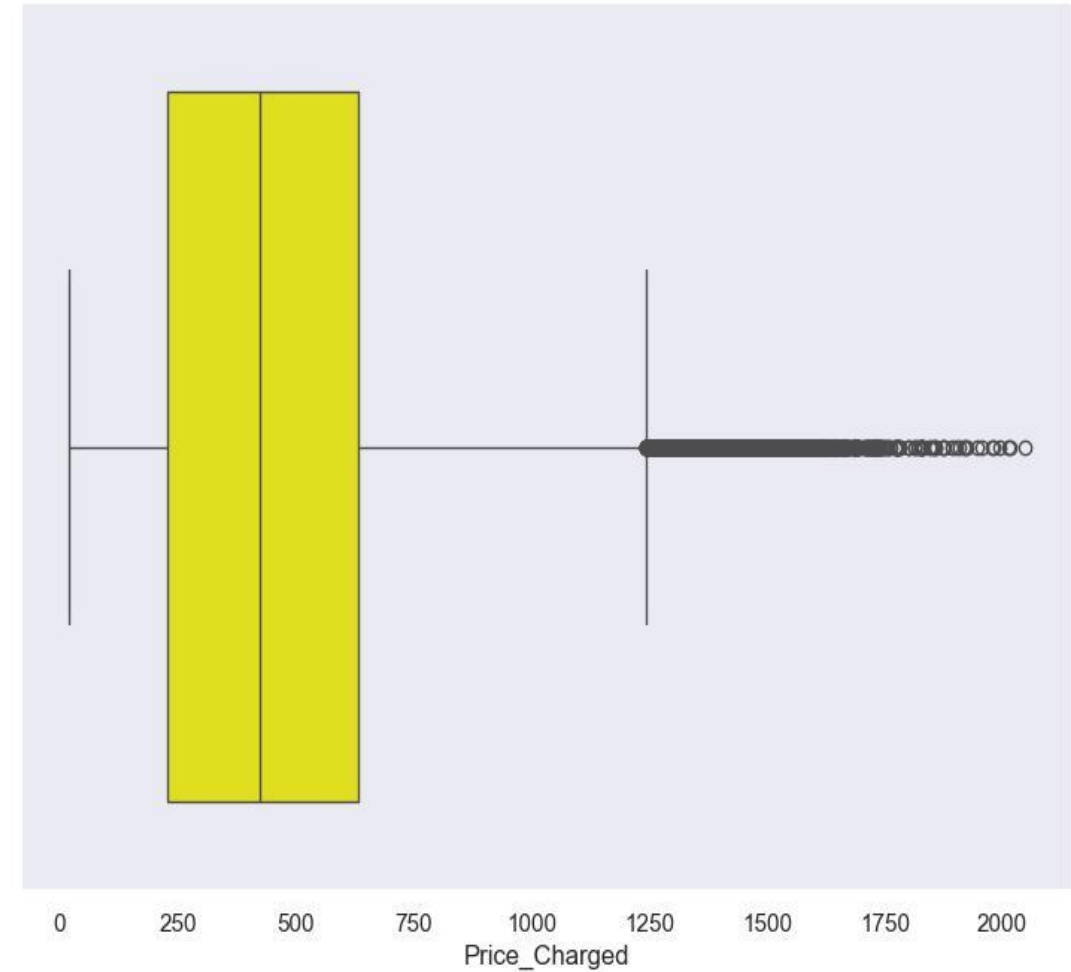
Monthly transacting is higher from September to December for both company

## Distribution of Price Charged for Both Cabs

Pink Cab

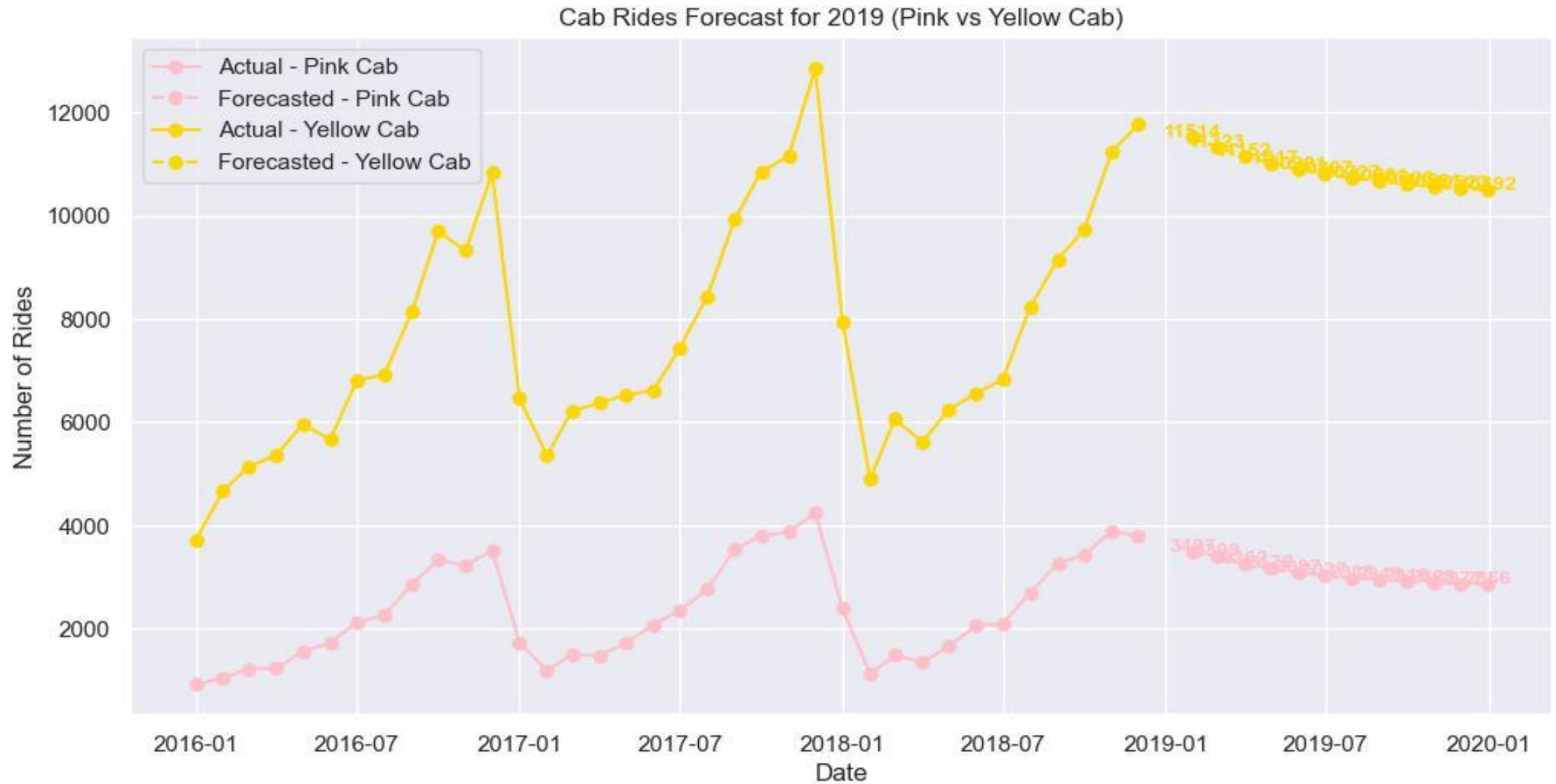


Yellow Cab

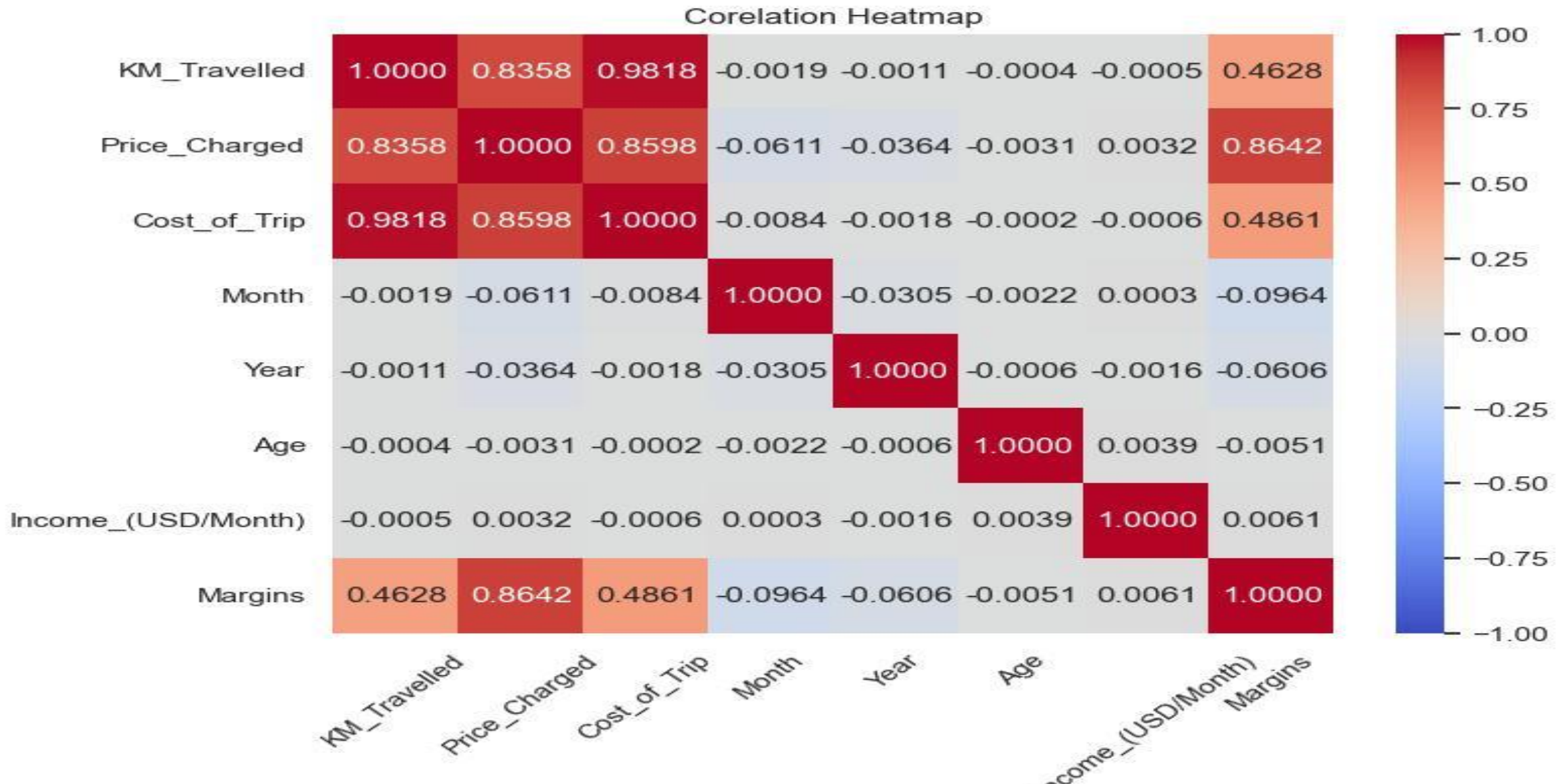


1. Price charged range for yellow cab is more than pink cab
2. Outlier is due to high end car

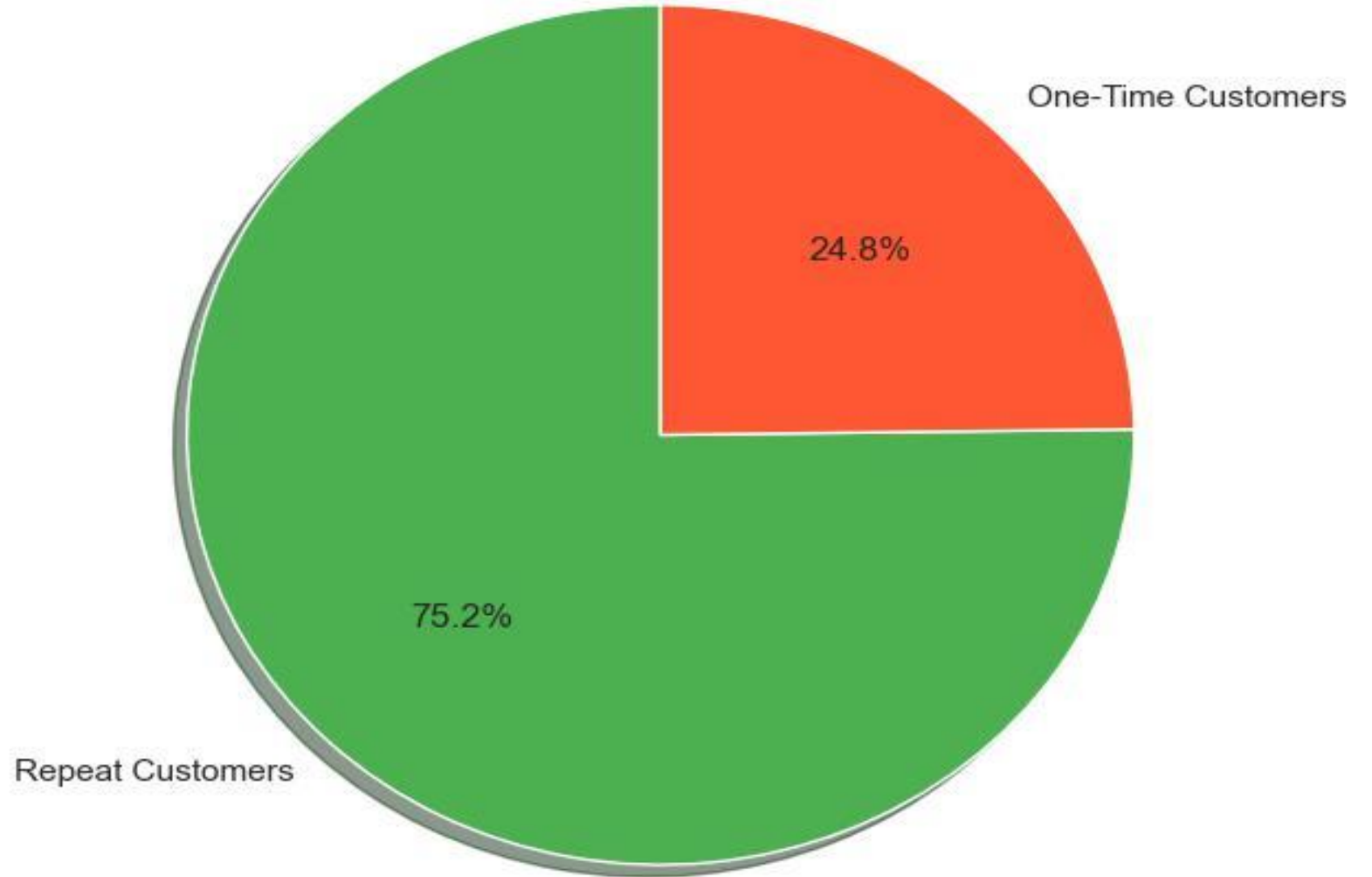
## Forecasting for 2019



# CORELATION HEATMAP



Customer Retention Rate

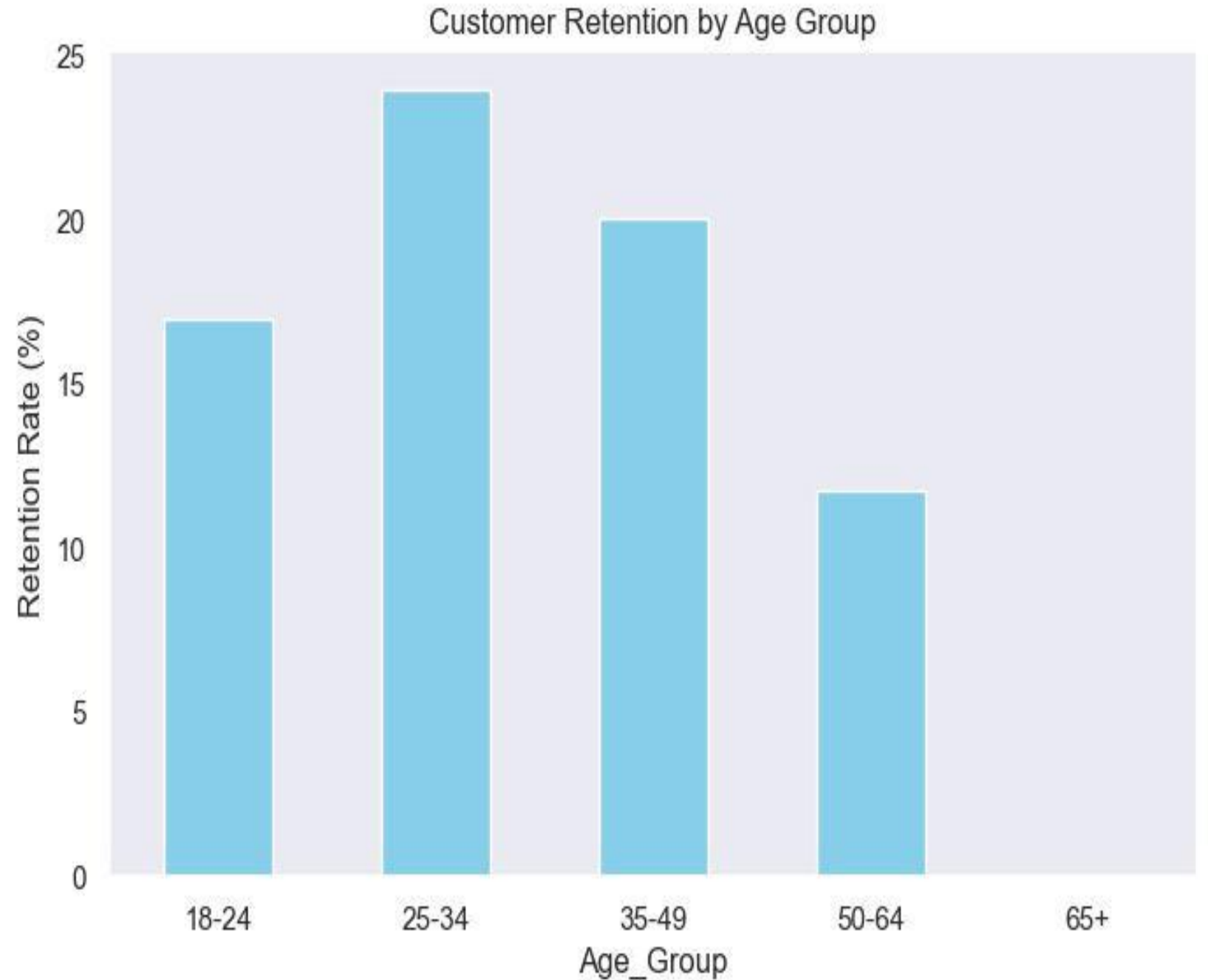


Repeat  
customer is  
high

Yellow cab retention is  
higher than pink cab



From this graph,  
we can see age  
group between  
25to 34 retention  
is higher than  
others group





## Recommendations:

Customer Reach:

Yellow cab users is higher than pink cab and 2017 was more profitable year for both company.

Customer Retention:

Yellow cab retention is better than pink cab, 25–34-year age group's retention is high.

Average Profit per km:

Yellow cab's average profit per KM is almost three times than average profit per KM of the Pink cab.

User Time:

We see that customers prefer to use cab mostly September to December

Ride count and Profit Forecasting:

Both companies are facing loss in the profit and no. of ride. Yellow cab's forecasted profit

City users:

New York city making more revenue than others city

On the basis from above point ,We recommend to invest for yellow cab.

THANK YOU